

Proposed parking charges at Sheldon Country Park

1st – 29th August

Engagement session



 **RESET**

 **RESHAPE**

 **RESTART**

Engagement session

- Welcome and introductions
- Agenda
 - Brief background
 - Proposals walkthrough
 - Consultation process
 - Q&A session
- Ask questions at any point using Teams' built-in Q&A function

Background

- As part of the City Council budget for 2025/26, the Parks Service has been asked to make a significant contribution to the overall budget position
- To mitigate this impact, the Parks Service is looking for visitors to contribute to the ongoing upkeep of (and future improvements to) Sheldon Country Park
- Income from proposed parking scheme will support the budget challenge and help sustain, protect and maintain our parks and greenspaces
 - Manage displacement parking
 - Improved accessibility
 - Help maintain the park to the standard visitors expect
 - Surplus income will allow for greater reinvestment in parks infrastructure and improvements to the park e.g. new outdoor play/gym equipment, security measures

Background

- The decision to explore parking charges is not something the Council has done lightly
- The annual expenditure for the upkeep and maintenance of the park is approximately £500,000
- The projected income from the proposed charges still falls short of the cost of maintaining the park
- Parking charges across destination sites throughout the UK has become common practice and most charging schemes have been in place for several years

Formal consultation - proposals

Seeking views on proposals:

- Proposed parking rates –
- 30-minute grace period included
- Proposed parking times –
 - 9am to 6pm, 365 days a year
- Free permits for registered park volunteers

Pricing Structure	Cost
Per hour	£0.75
All day (3 hours+)	£3.50
Season ticket (annual)	£52.00
Blue Badge holder	Free

Consultation question 1

Following feedback from the informal consultation, the proposed parking rates will be £0.75 per hour (for up to 3 hours); £3.50 all day. Do you agree with the proposed rates?

Consultation question 2

Following feedback from the informal consultation, the proposed price of an annual parking season ticket at Sheldon Country Park will be £52. Do you agree with the proposed price?

Consultation question 3

The proposed parking time (when charges will apply) will be 9am to 6pm, 365 days a year, with a 30 minute “grace” (free parking) period. The park will be free to access outside of these times. Do you agree with the proposed parking time?

Formal consultation – proposals (continued)

- Regular enforcement by Council's contracted enforcement agents (NSL)
 - Income from issued Penalty Charge Notices funds NSL's contract
 - Any surplus income can only be used on Highways improvements by law
- No waiting restrictions for Ragley Drive have been included as part of the proposals
- Details of proposed parking restrictions on roads surrounding the park will follow in separate consultations
- Combination of coin and card payments (pay & display machines and RingGo)
- Car parks will continue to be owned and managed by BCC

Consultation question 4

The intention is to introduce parking restrictions at existing hotspots in advance of the proposed charging scheme, with secondary restrictions introduced post-implementation (following resident feedback). Do you agree with this approach?

Consultation question 5

Please let us know of any roads (existing hotspots) you feel would benefit from parking restrictions as a result of the proposed charging scheme.

Formal consultation process

- This 4-week consultation is a legislative requirement and is triggered by the advertisement of the Parking Places Order to introduce parking charges
- During this consultation, visitors, stakeholders and residents can lodge their formal objections to the proposals
- Views can be registered via BeHeard, hard copy questionnaires or email inbox (sheldoncountryparkconsultation@birmingham.gov.uk)
- Objections report for consideration and final decision to follow. No decision has been made at this point

Q&A

- We will now take your questions, via the Q&A function
- At the end of the Q&A section we'll publish the results from the online poll



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